



Produced by:
AASA
THE SCHOOL SUPERINTENDENTS ASSOCIATION

Leading for **STUDENT-CENTERED, EQUITY-FOCUSED** Education



FEBRUARY 17-19, 2022
NASHVILLE, TN

Sample Email or Letter

Sending an email or letter to current and prospective clients is a great way to remind them about your company's booth at AASA's National Conference on Education in Nashville, as well as to share some of the products, services or technologies you will be highlighting. To get started, try this sample copy (it's easily customizable)!

Subject Line: Join [YOUR COMPANY NAME] at the National Conference on Education

Dear [INSERT CUSTOMER NAME]:

We would like to invite you to the most comprehensive professional development and networking event for superintendents in America: AASA'S 2022 National Conference on Education.

This three-day event is where school leaders from all sizes of districts and from all over the country go to connect, attend world-class education from seasoned practitioners, and consult with innovative suppliers committed to K-12 education. And since there's no better way to make purchasing decisions for your district than to see and discuss the solution first-hand, we welcome you join us in person.

The 2022 National Conference on Education has even more in store to help you transform your district:

- **Collaborate with a national community of school system leaders for the benefit of all students.** How often do you have the chance to interact with another school leader, much less many other superintendents, to share winning strategies and best practices? This is your opportunity to build the relationships that will support you through years to come.
- **Consult with more suppliers in just two days than several months back the office.** As the only national conference for school superintendents, you'll be able to shop all the latest technology, products, and services, watch live demos, and compare benefits side-by-side from 200 innovative companies (including us.)
- **Learn from leaders inside and outside public education to reenergize your district and your career.** Now more than ever, your leadership is needed for ensuring all students have equitable access to the highest quality public education. Join timely discussions on today's hottest topics, including school equity, personalization of education, student outcomes, district performance, curriculum and instruction, school environment, social and emotional learning, and more.

Join us in Nashville, February 17-19, 2022. [INSERT YOUR COMPANY NAME] will be demonstrating [PRODUCT/SERVICE] that will [INSERT BENEFIT OF PRODUCT/SERVICE]. We'll be at Booth XXXX answer all your questions, so plan to stop by or email [INSERT NAME] at [INSERT EMAIL ADDRESS] to schedule an appointment.

Sincerely,

[NAME]

[YOUR COMPANY NAME]

Register now at www.nce.aasa.org